

**South Park Stakeholders Group – DISI Committee Meeting
November 11, 2017, 8:30 AM – 10:00 AM
1100 S Flower St #3400, Los Angeles, CA 90015**

Committee Members/BOD: Terri Toennies (Committee Chair), Terry Rubinroit (BOD), May Chen Tham (BOD)

Staff/Contract: Ellen Riotto, Wallis Locke, Katie Kiefer

Guests: Christopher Diaz, Jamie Fregoso, Ashley Veselis, Kaelyn Dector, Keri Freeman

TOTAL in Attendance: 11

CALL TO ORDER Riotto called the meeting to order at 8:30 AM.

1. Public Comment / Introductions *No Action Taken*

- Attendee introductions made
- No public comments

2. Communicating Clean & Safe Services *No Action Taken*

- a. Review Collateral:
 - i. Basic Safety & Who to Call
 - Handouts of the collateral were circulated to attendees to provide feedback.
 - Feedback was centered around changing out graphics and restructuring specific language. Overall, the new collateral's layout and updated information was positively received.
 - ii. BID Services
 1. The Clean and Safe BID service document is still in early draft form and was not presented today.
- b. Applications
 - i. Resident Guides
 - The Resident Guide should provide easy-to-navigate information about the BID and living in South Park. The current Guide does not achieve that.
 - Locke is working on a simplified revision with specific focuses,
 - Transit
 - Major landmarks

- Curated list of businesses
 - Services
- Next steps:
 - Evaluating buy-in from property managers and leasing agents
 - What buildings do resident welcome packets?
 - How best for these resources to be distributed?
 - What questions or input do residents pose that should be considered in the Guides?
- Neighborhood Guides
 - SPBID will be evaluating how businesses currently utilize these Guides.
 - Printing costs are budgeted quarterly but SPBID wants to ensure we are distributing these appropriately to get the highest and best use out of them.
 - Locke is open to changing the Guide's size to make it more user friendly.
 - See 'Staff Next Steps'
- ii. Website Updates
 - SPBID staff has determined the current website headers are hectic and non-descriptive. Therefore, people don't know where documents live or how to navigate the website properly.
 - Locke presented the working draft of the new header layout.
 - SPBID is consciously moving away for the 'Live, Work, Play' tagline. It has been determined the phrase is overused. Those website headers will be removed in the updated layout.

3. Expanding South Park Stories

No Action Taken

a. Blog Launch

- South Park Stories was initially launched as an e-blast. SPBID generated this platform to start telling the story of South Park and the individuals who live here. To date, nine South Park Stories have been completed and well-received by the community.
- The next step for SPBID is to host a blog in order for these Stories to have a home. SPBID has evaluated that 'medium' is the best platform to promote a blog. Locke would like to launch the blog by the 11/29/17 Annual Meeting.
- See 'Staff Next Steps'

b. Contributor Brainstorm

- Locke has started scheduling 2018 blog content. Examples of topics include featuring Herald Examiner and aging in place in South Park.
- Attendees brainstormed topics,
 - Featuring projects that bring special attention to the community
 - Pedestrians
 - Highlighting women in construction

4. Upcoming events:

- a. 11/21: Healthy Spot Green Carpet
- b. 11/29: 2017 Annual Meeting
- c. 12/6: Meet Your Neighbors Ice Skating Event at L.A. LIVE

Next Meeting: January 10, 2018; 8:30 AM

ADJOURNMENT

Riotto adjourned the meeting at 9:54 AM.

Minutes recorded by Kiefer.

Staff Next Steps:

2.b.i. Resident Guides

A. Locke to send Tham the current quarterly neighborhood guide in PDF format.

3.a Blog Launch

B. Locke to have Toennies connect her with Mike, who does marketing for LA Auto Show, re: 'medium' blog input.